

CARPETS



and INTERIORS





DESIGN
BASED ON
CARPET MADE
FOR THE
CORONATION OF
KING GEORGE
V

CARPETS
AND
INTERIORS

CARPETS AND INTERIORS

A GUIDE FOR
ARCHITECTS · DECORATORS · FURNISHERS
HOTELIERS · SHIPBUILDERS



JAMES TEMPLETON & COMPANY LIMITED
GLASGOW

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FOREWORD

The aim of this book is to give guidance to those who have to provide carpets for special purposes.

You may own an hotel, a restaurant, a theatre, or even a luxury passenger liner; and if you do, you know how important a part the carpet plays in selling the service you are offering.

The public has never been more carpet conscious. Advertising campaigns sponsored by the Industry, Trade Exhibitions, Home Magazines superbly illustrated with interiors in colour, Television, have all contributed to this awareness.

The necessity to export has made British manufacturers alert to the diverse tastes of customers all over the globe, stimulating a search for new textures, techniques and designs.

As a result, there is hardly a good hotel, restaurant, cinema or passenger ship in which the greatest care and attention has not been given to the carpets.

In the following pages we show a selection from our very wide range of designs. These represent only a very small proportion of the patterns which we make, but it is our hope that the illustrations may provide you with the kind of help which will be most practical. All these patterns, and very many more, are available to you through your local supplier.



NOTABLE CARPETS

It is no exaggeration to say that one of the most notable carpets made for a special occasion was the gold carpet used in Westminster Abbey for the coronation of our universally popular young Queen. Many thousands of people visited the Abbey at and after her coronation and admired the carpet as it lay there; but many millions have had the opportunity of seeing it beautifully reproduced in technicolor in *A Queen is Crowned* and other films.

The gold Abbey carpet had to meet several requisites. It had to be just the right shade, for symbolic and aesthetic reasons; it had to be very close in weave and short and smooth in surface pile for practical reasons, and it had to be of great size. All these requirements could be combined only in Chenille Axminster and could only be provided from a Templeton loom.



HOUSE OF COMMONS, WESTMINSTER

Templetons are proud to have had the honour of weaving the carpets for the reconstructed House of Commons at Westminster and for the House of Lords.



SENATE, CANBERRA



PARLIAMENT HOUSE, WELLINGTON



HOUSE OF ASSEMBLY, CAPE TOWN

It has also been our privilege to make the carpets for the Senate and House of Representatives in Canberra, for the House of Representatives in Wellington and for the House of Assembly in Cape Town. The Canberra carpets are seamless Chenille Axminster with the border woven in a curve, to conform to the curved shape of the flooring. The Wellington carpet is a seamed Crown Axminster made up from 27 inch wide strips.



R.M.S. Caronia

Luxury passenger liners are traditionally big users of good quality carpets and the magnificent ships of the Cunard fleet all carry Templeton carpets. The public rooms of a passenger liner are by tradition expected to reflect the latest trends in furnishing taste and the patterns selected are usually very striking both in form and in colour.



R.M.S. Caronia

FIRST CLASS SMOKING ROOM

All the carpets shown on these two pages are of Wilton manufacture. The Orchid pattern on the left is a part of a large carpet and the illustration represents an area of carpet about five feet in diameter.



T.S.S. *Mauretania* FIRST CLASS GRAND HALL





M.V. *Kenya* FIRST CLASS LOUNGE

Decorators and Artist Designers are usually called on to supervise decoration.

The M.V. *Kenya* of the British India Line has a large circular carpet in its First Class Lounge. The colours of this carpet accurately reflect the tones in the curtains and the chair covers, and the form of the design is complementary to the other patterned materials in the room. The result is a completely restful room.

The manufacture of a circular carpet of this dimension presents a considerable technical problem. It was made from Wilton carpeting woven 6 feet wide.

The carpet in the First Class Lounge of the P. & O. liner *Arcadia* is very strikingly contemporary, with its large elliptical medallion and its sharp and novel colourings. Like the *Kenya* carpet, it is of Wilton weave.

Carpets for such luxury liners usually involve large quantities and thus the production of special designs and effects is fully justified. In the case of ships, thick luxury carpeting may be demanded in order to overcome any tendency to vibration.

S.S. *Arcadia* FIRST CLASS LOUNGE



S.S. *Arcadia* FIRST CLASS LIBRARY

The outstanding feature of the *Arcadia* First Class Library decoration is the use of strong but complementary colours. The effect is indeed striking.

The Dorchester Hotel Grill room shown on the opposite page displays a very colourful carpet in a distinctive Spanish style. This carpet was specially designed to suit the scheme of decoration and is made up from Wilton strips 36 inches wide.



DORCHESTER GRILL ROOM

The carpet of which a section is illustrated on the opposite page is probably the largest one-seam carpet ever made. It measures no less than 65 ft. by 42 ft. to cover an area of more than three hundred square yards. It was made in Chenille Axminster in two pieces with one invisible seam running through the centre from end to end.

It was made specially for the presidential palace of the Dominican Republic in the West Indies.

The design is a red Tabriz, an adaptation of the famous sixteenth century Trinitarias which now forms part of the Templeton collection.

Templetons can make Chenille Axminster carpets plain or patterned, in any colours up to 33 feet wide without a seam, and in any length.



DOMINICAN REPUBLIC CARPET

From the preceding pages it will be seen that there are great occasions and great places which demand very special consideration in the provision of suitable floor-coverings and, within limits, almost regardless of expense; and it will be very evident what a great contribution the carpet can make to the final finished effect. But there are thousands of hotels, restaurants, cinemas and other places where the provision of fine carpets—of good design and colour, and in hard-wearing qualities—is quite as important but where the cost must be considered very carefully.

In the following pages we show a selection of Chenille and Spool Axminster and Wilton carpets in a diversity of designs, and representing a varied range of qualities specially devised for such purposes. All of these can be supplied from stock or quickly.

The first group of illustrations shows patterns which are reproductions of Oriental designs. These are very widely used for public work. Perhaps because of their highly conventionalized pattern they do not date, and they have the great attribute of harmonizing with many furnishing schemes, both period and contemporary.

Such carpeting is usually supplied in strips 27 inches wide (in a few cases they are made 36 inches wide) for seaming up into large carpets to be fitted wall-to-wall.

Designs of a similar type can often be supplied in smaller bordered seamless squares where the particular furnishing scheme calls for such treatment.

The picture below shows the entrance hall lounge of a country hotel at Carfraemill in the Borders of Scotland. The Anatolian design accords beautifully with the simple scheme of decoration of which the ingle-neuk fireplace is such a feature.





CALEDON QUALITY 3/3602

On the opposite page is a simple setting showing a bordered square in the lounge of a small hotel. Such a carpet can be supplied in a very wide range of sizes.

The illustration on this page shows three widths of 27 inch wide material such as is used for covering a floor from wall to wall. Designs of this type are extremely serviceable as they resist soiling and marking which is inevitable in public room carpets.



CROWN QUALITY 2/5943

A corner of a restaurant using a well covered Persian design in warm useful colourings. In this room the carpet provides the rich background while the walls provide the strikingly original note.

ANNANDALE QUALITY 1/3708





CARRADALE QUALITY 4/3505

A Persian Vase design here provides another example of the beauty and utility of Oriental designs. This design can be made in bordered squares as shown or in 'body' carpeting for wall-to-wall installations.



Here we show two widths
of 27 inch wide material in
a typical Shirvan design.

On the opposite page is
shown a small dining-room
fitted with a red ground
Caucasian design.

These geometrical abstrac-
tions of flowers and animals
make strong opulent pat-
terns, well adapted to floor
coverings and particularly
suited to public work.

CROWN QUALITY 4/5918



CROWN QUALITY 1/5850



The board room of a large public company carpeted with Seamless Chenille Axminster woven in one piece to fit the room.

On the opposite page is a beautiful Kirman design woven in a Wilton quality. Such a design and quality are ideally suited for this Lounge.



CALEDON QUALITY 1/3603



CALEDON QUALITY I/3604

Entrance hall and stair carpets have an immediate effect on hotel guests. Templetons make a range of fine Persian designs which can be supplied in stair carpeting with bordered squares to match, all woven in Wilton qualities.



CALEDON QUALITY 3/3604

All the designs in this range of Wilton stair carpets can be made in four different widths which will cover all normal requirements. These widths are:

2ft 3 ins 3 ft 3ft 9 ins 4 ft 6 ins

This stair carpeting is of course ideally suited for hotel corridor runners.



CARRADALE QUALITY 4/3505



CARRADALE QUALITY 3/3514

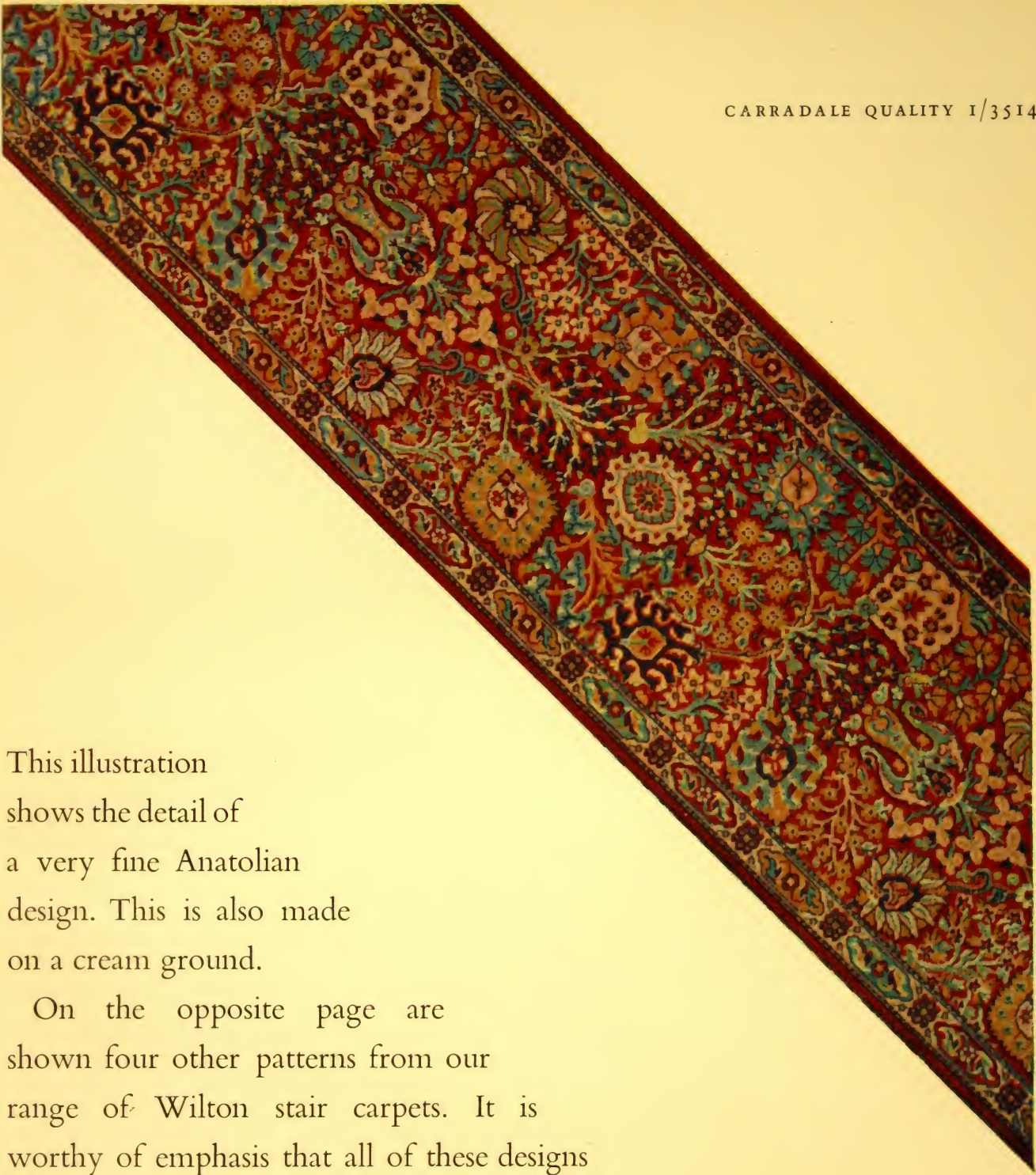


ANNANDALE QUALITY 11/3704



ANNANDALE QUALITY 4/3709

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This illustration shows the detail of a very fine Anatolian design. This is also made on a cream ground.

On the opposite page are shown four other patterns from our range of Wilton stair carpets. It is worthy of emphasis that all of these designs can be made in bordered squares or in 'body' carpeting to match—and in four different widths of stair carpeting.

The designs shown in the next group of illustrations are either period or floral in type. The former is much used for the public parts of hotels, and for restaurants and cinemas where the boldness of the design lends a grandeur and style to the decorations. Here again the traditional beauty of line of these period designs 'ages' well.

In the case of floral designs, these are perhaps more often used for hotel bedrooms, but there has recently been a keener appreciation of this style and it is being used more boldly.

It is very noticeable to-day that strong colour is being used much more freely in carpets than was the case hitherto. This is wise in the case of public places where surface soiling, which is quite inescapable, tends to soften colour contrasts.

The red carpet on the opposite page is a very fine Adam design, and is laid in a Club in London, as is the blue carpet on the following page.

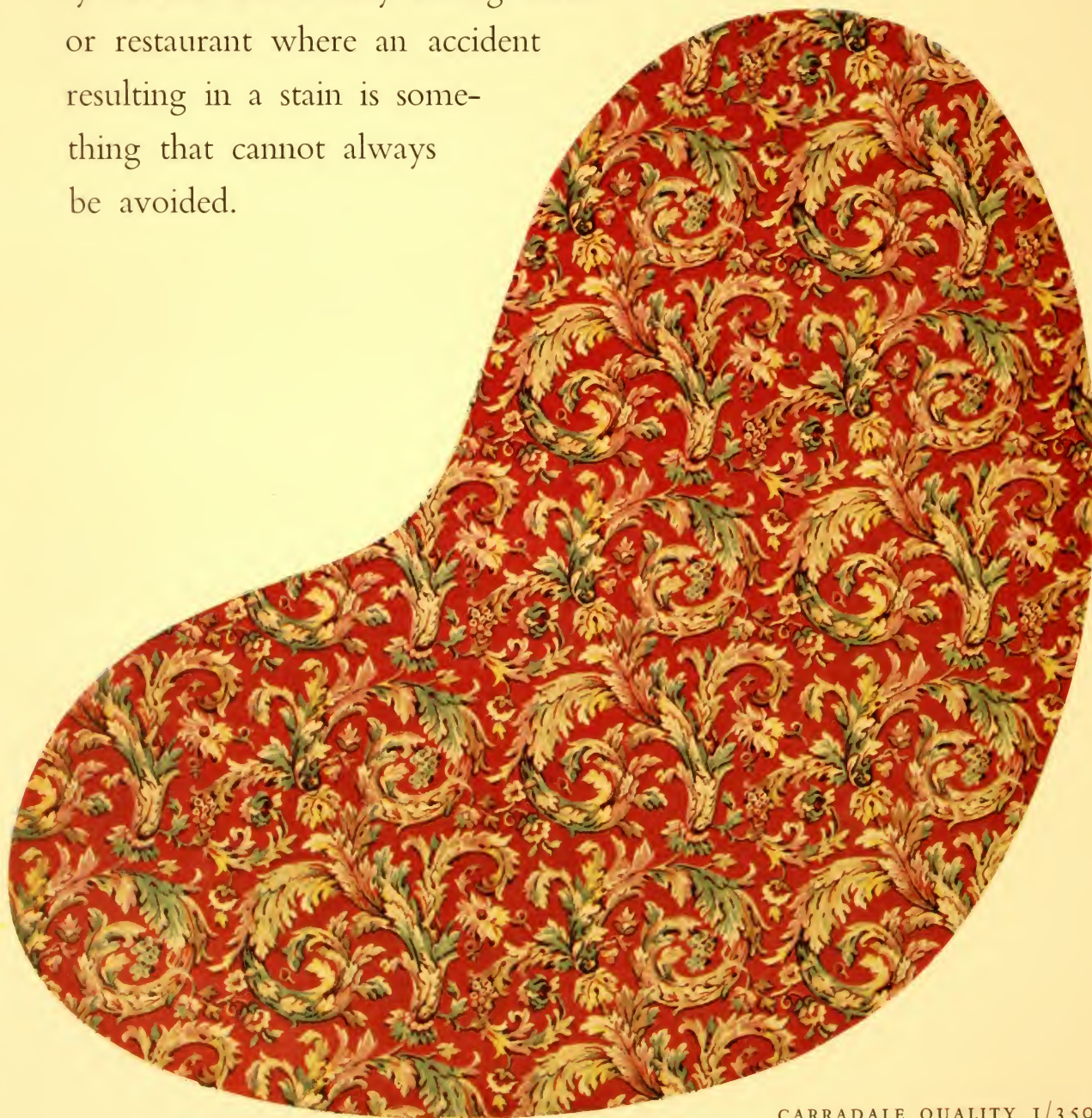


ALLANDER QUALITY 1/3801



CARRADALE QUALITY 4/3500

The floral scroll design shown below is an excellent type to use in a very busy public room. It is so well covered that soiling will not be very noticeable. It is also eminently suitable for a busy dining room or restaurant where an accident resulting in a stain is something that cannot always be avoided.



CARRADALE QUALITY 1/3501

The two designs shown on this page provide a very fine neutral background for a hotel lounge or drawing room. In such cases the richness of colour would be provided by the curtains and the coverings. Each illustration shows two widths of 27 inch wide material seamed to match.



CROWN QUALITY 3/5942



CARDONALD QUALITY 3/3302

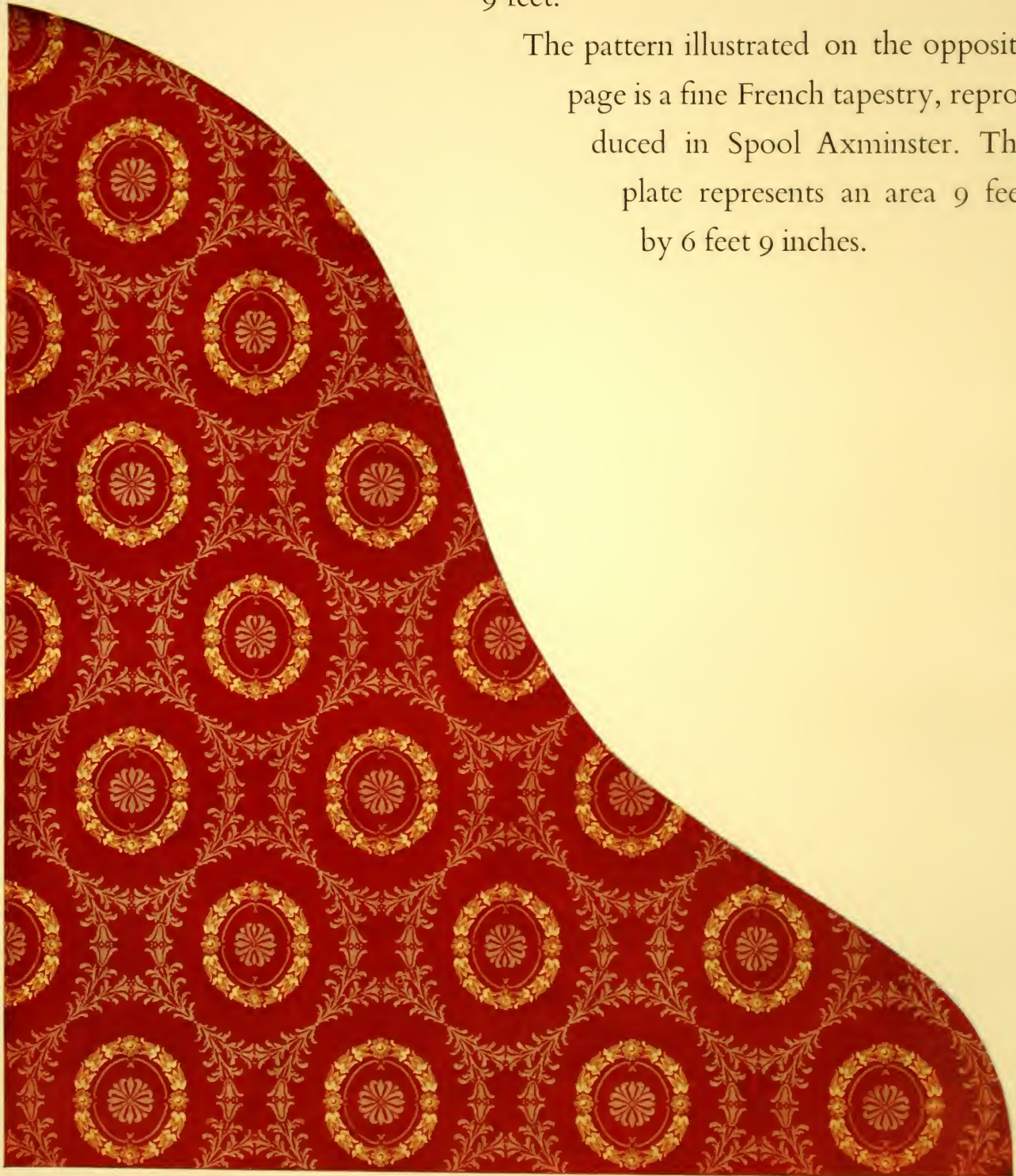
The Old English design illustrated opposite has been reproduced in modern colourings to provide a strikingly handsome and colourful carpet. It is a carpet which will not 'age' because of the sheer excellence of its form and colour.



ANNANDALE QUALITY 1/3700

The Regency design shown on this page is made in a fine Wilton quality in 27 inch wide carpeting. The bottom of the colour plate represents a width of 9 feet.

The pattern illustrated on the opposite page is a fine French tapestry, reproduced in Spool Axminster. The plate represents an area 9 feet by 6 feet 9 inches.



ANNANDALE QUALITY I/3701



CROWN QUALITY 1/5933



CALEDON QUALITY 8/3601

On the
corner
famous
design
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Here are two more types of period floral designs. The lower one is a reproduction of the design on the cover of a Bible which belonged to Queen Elizabeth the First.



ANNANDALE QUALITY 2/3706



CARDONALD QUALITY 1/3304

On the opposite page is shown a corner of the restaurant in Harrods' famous stores. The Tudor Rose design used here harmonizes perfectly with the whole scheme of furnishing.



IMPERIAL QUALITY 33/7149

This beautiful chintz design is reproduced in Spool Axminster in 27 inch wide material for fitting wall-to-wall.

This bordered seamless Axminster carpet is an inexpensive method of carpeting a hotel bedroom.

VOGUE QUALITY 2/3010



Scottish clan tartans were first produced as carpets by Templeton. They have proved to be excellent floor-coverings when used in the appropriate setting. Properly chosen, they will fit in with most colour schemes.

The Buchanan tartan carpet shown below is laid in 'Thinacre', the Templeton Convalescent Home in Ayr. At the time this colour photograph was taken, the carpet had been in use for six years but it was as fresh and brilliant as when it was put down.

Tartan carpets are suitable for entrance halls, stairs and corridors as well as for cocktail bars and lounges.





CARRADALE QUALITY

ANCIENT HUNTING STEWART

ROYAL STEWART

MCDONALD OF THE ISLES (HUNTING)

DRESS STEWART

CAMERON

Designs shown in the following group are of a contemporary character. These reflect a modern trend towards simplicity of form allied with the bold use of colour. There is a tendency to-day to build smaller rooms than in the past and these call for furniture and furnishings, which, while offering all the comfort of more traditional and massive styles, yet do not seem to overcrowd the room. Thus has been evolved the styles which fit more happily into more restricted surroundings and the best of these styles, because of their own excellence, have been adopted for more general use.

The contemporary carpet design typified by the examples shown in the following pages is agreeably suited to the modern hotel bedroom. These add space to a room, and because of their clarity of line and brightness of colour they can transform an otherwise dull room into one that is bright and attractive. These patterns will be found to lie well with modern fabrics and accessories.

The designs are supplied usually in strips 27 inches wide in either Wilton or Spool Axminster grades although in certain cases they may be available in bordered seamless squares in standard sizes.



CENTURY WILTON 1/3907

CENTURY WILTON 2/3907

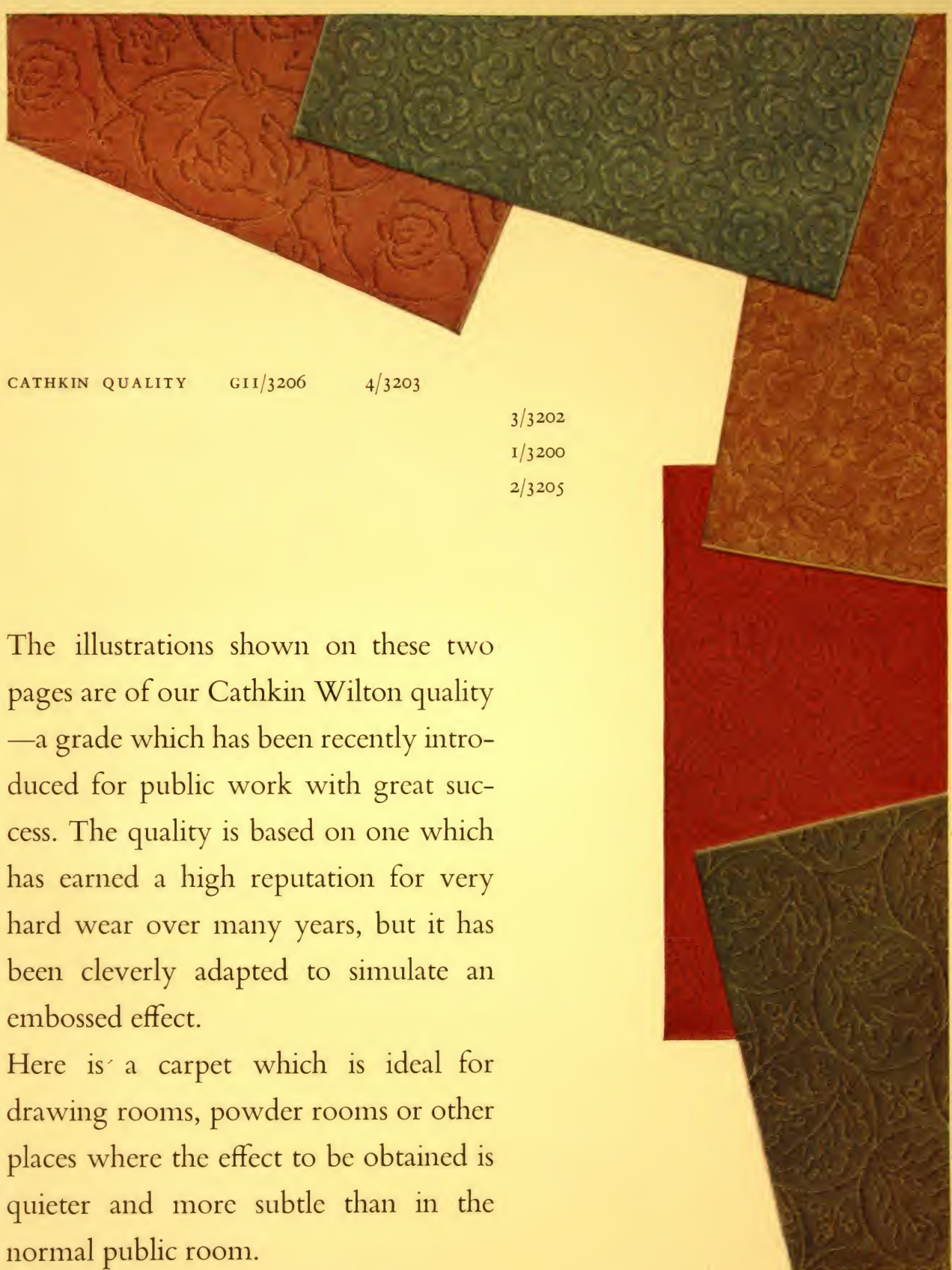
CENTURY WILTON 3/3908

CENTURY WILTON 4/3908

CENTURY WILTON 7/3907



CATHKIN QUALITY 7/3201



CATHKIN QUALITY G11/3206 4/3203

3/3202

1/3200

2/3205

The illustrations shown on these two pages are of our Cathkin Wilton quality—a grade which has been recently introduced for public work with great success. The quality is based on one which has earned a high reputation for very hard wear over many years, but it has been cleverly adapted to simulate an embossed effect.

Here is a carpet which is ideal for drawing rooms, powder rooms or other places where the effect to be obtained is quieter and more subtle than in the normal public room.



CENTURY QUALITY

1/3905

3/3911

2/3905

2/3902

1/3900

There are certain furnishing schemes for which plain carpets would normally provide a desirable background but where in the interest of utility something less liable to show marks is advisable. By varying the texture of the surface or by altering the weave and height of pile, interesting effects may be obtained which can also render the carpet more resistant to wear, especially when a hard twist yarn is used judiciously as in the patterns shown on the opposite page. Patterns like these, which can be had in a wide choice of colours, whilst giving the overall effect of a plain carpet are more suitable for use in public places. The designs too are of an unobtrusive type calculated to harmonize with the widest possible range of interiors and furniture styles.



CENTURY QUALITY 33/3904

A really beautiful grey damask design here provides a splendid background for a very modern bedroom.

The unusual games design of this carpet has the right mood for a cocktail bar. The motif of the carpet has been picked up on the wine list cover.

ALLANDER QUALITY 1/3800



These attractive designs are reproduced in
an inexpensive Spool Axminster quality.

IMPERIAL QUALITY

1/7187

3/7175

4/7172

2/7174

1/7175





VOGUE QUALITY 33/3000

The small Axminster bordered square in this very attractive hotel bedroom is very inexpensive.



IMPERIAL QUALITY 7/7175

Cutting and fitting a carpet is a skilled business well illustrated by the example on the opposite page. The strikingly unusual treatment of the stair has been done in an inexpensive Spool Axminster quality. The material is woven 27 inches wide, but on the landing it has been cut and mitred into a curve, and a surround of matching plain material close covers the floor.

The ingenuity of good carpet planning and fitting may effect considerable saving in materials and of course expense.

Economical shortness of repeat and matching of the design are also factors which have been considered in this particular pattern.

CONCLUSION

In this book we have tried to give you some idea of the type of designs and qualities which Templetons have available for you on call. But obviously we have only been able to show a small proportion of a range which can cater for such a wide variety of requirements.

Choosing a carpet for a public place is a serious matter. Go to your furnishing specialist and discuss your ideas with him. With his special knowledge he can help you greatly in a variety of ways, and he can save you from later disappointment by seeing that you buy the right kind of carpet for the job.



JAMES TEMPLETON & COMPANY LIMITED

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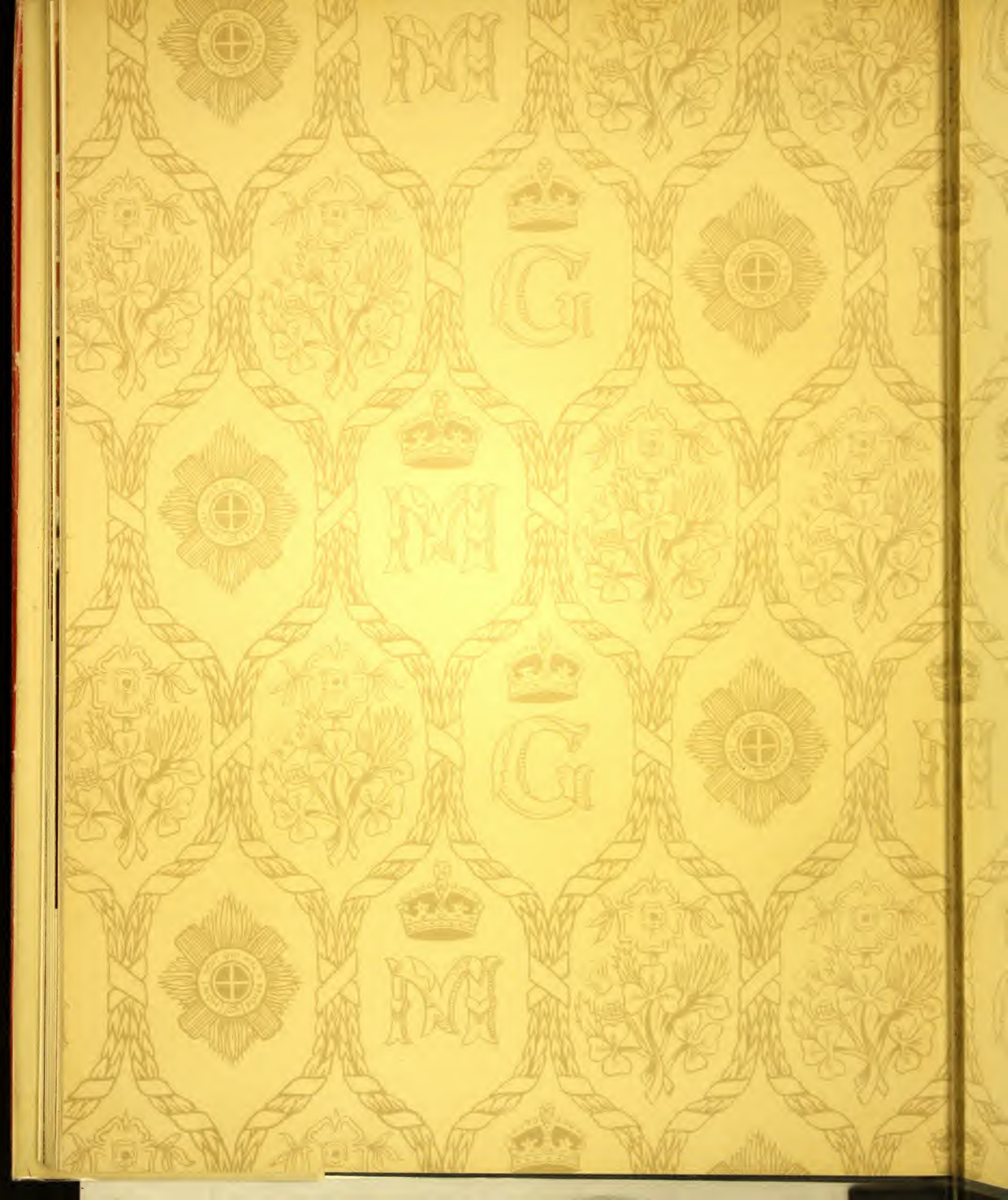
BUENOS AIRES

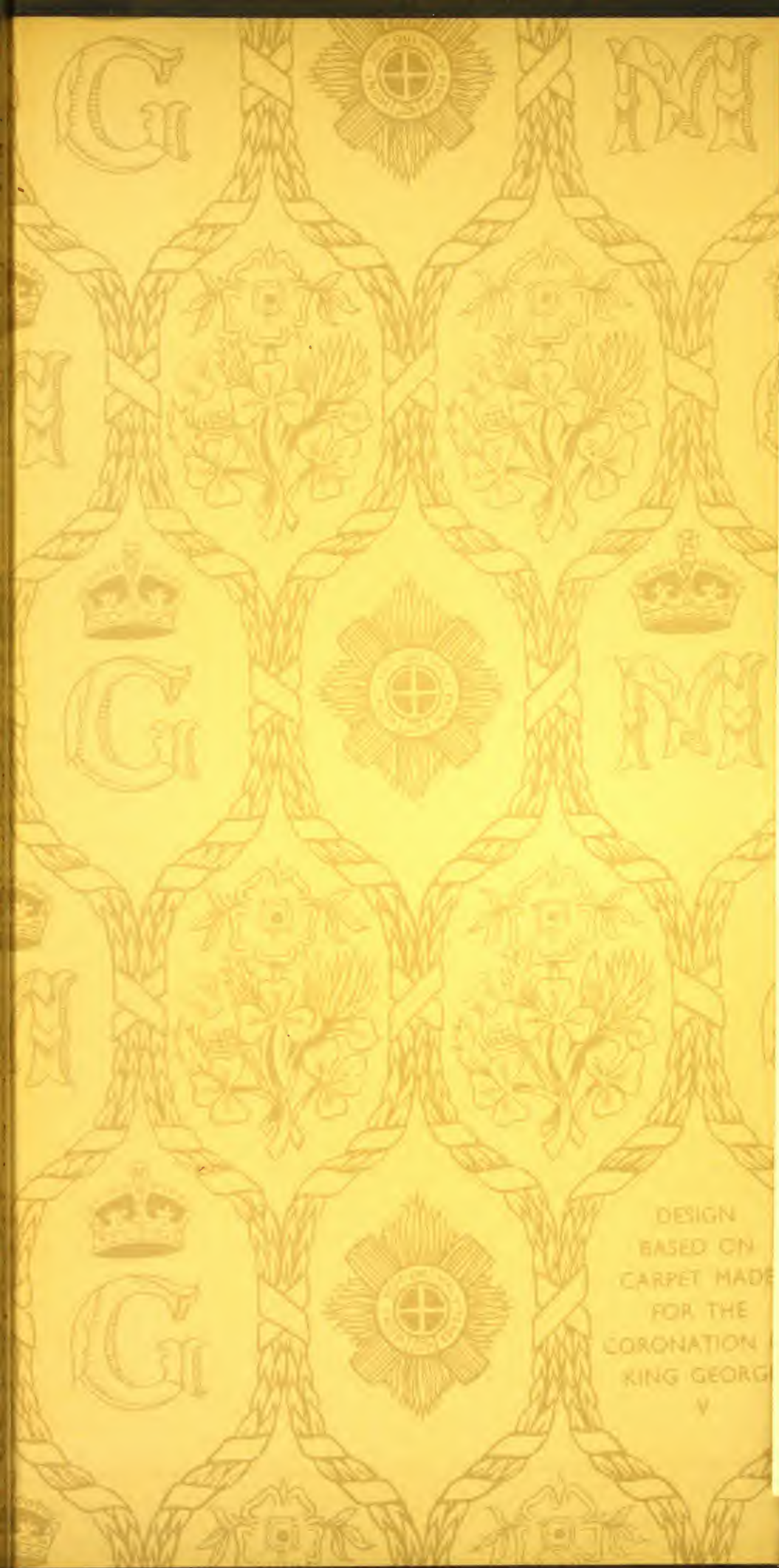
TOKYO

RIO DE JANEIRO

GERMANY







DESIGN
BASED ON
CARPET MADE
FOR THE
CORONATION
KING GEORGE
V

